DOCUMENT RESUME

ED 245 276 CS 208 479

TITLE Rhetorical and Communication Theory: Abstracts of Doctoral Dissertations Published in "Dissertation Abstracts International," January through June 1984, (Vol. 44 Nos. 7 through 12).

INSTITUTION ERIC Clearinghouse on Reading and Communication Skills, Urbana, Ill.

PUB DATE 84

NOTE 13p.; Pages may be marginally legible.

PUB TYPE Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC01 Plus Postage.

DESCRIPTORS Annotated Bibliographies; *Communication (Thought Transfer); *Communication Research; Discourse Analysis; Doctoral Dissertations; Ethics; Feminism; Films; Intercultural Communication; Narration; Public Opinion; *Public Speaking; *Rhetoric; *Rhetorical Criticism; *Speech Skills; Structural Analysis (Linguistics); Technological Advancement; Theater Arts; Theories

ABSTRACT

This collection of abstracts is part of a series providing continuing information on recent doctoral dissertations. The 23 titles deal with a variety of topics, including the following: (1) the rhetoric of scientific controversy; (2) Erving Goffman's interactional theory of communication conduct; (3) a phenomenology of feminism; (4) a schematization of poetical, rhetorical, and poetical-rhetorical discourse; (5) perceptions of others' opinions as public opinion and its relationship to communication in the neighborhood; (6) an action assembly theory; (7) Mihailo Markovic's philosophy of dialectical praxis; (8) a semiotic theory of communication; (9) meaning structures in human communication; (10) conversational narratives; (11) the language component of terrorism strategy; (12) the theory, practice, and rhetoric of loyalty; (13) intercultural communication in the age of technology; (14) the structure and function of implicit theories of communicative competence; and (15) Richard M. Weaver's theory of ethical public speaking. (FL)

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Abstracts of the following dissertations are included in this collection:

Altimore, Michael
THE RHETORIC OF SCIENTIFIC CONTROVERSY: RECOMBINANT DNA

Branco, David J.
DRAMATURGICAL RHETORIC: ERVING GOFFMAN'S INTERACTIONAL THEORY OF COMMUNICATION-CONDUCT

Cahill, Corinne Marie
A PHENOMENOLOGY OF FEMINISM

Charland, Maurice Rene
DISCOURSE AND POWER: THE CONSTRUCTION IN PUBLIC COMMUNICATION OF A PEUPLE QUEBECOIS

Downey, Sharon Dee
TOWARD A THEORY OF RHETORICAL GENRE

Fregoe, David Harry
A SCHEMATIZATION OF POETICAL, RHETORICAL, AND POETICAL-RHETORICAL DISCOURSE

Glynn, Carroll Jane
PERCEPTIONS OF OTHERS' OPINIONS AS PUBLIC OPINION AND ITS RELATIONSHIP TO COMMUNICATION IN THE NEIGHBORHOOD: A SYSTEMS LEVEL PERSPECTIVE

Greene, John O.
DEVELOPMENT AND INITIAL TESTS OF AN ACTION ASSEMBLY THEORY

James, Beverly Ann
TOWARDS A RADICAL HUMANIST PERSPECTIVE FOR MASS COMMUNICATION INQUIRY: MIHAILO MARKOVIC'S PHILOSOPHY OF DIALECTICAL PRAXIS

Kupers, Lawrence Brian
A SEMIOTIC THEORY OF COMMUNICATION

Lannamann, John Willard
HIERARCHICAL LEVELS OF CONTEXT AND REFLEXIVE LOOPS: AN INVESTIGATION OF MEANING STRUCTURES IN HUMAN COMMUNICATION

Metts, Sandra Mae
A RULES ANALYSIS OF CONVERSATIONAL NARRATIVES

Miller, Bowman Howard
THE LANGUAGE COMPONENT OF TERRORISM STRATEGY: A TEXT-BASED, LINGUISTIC CASE STUDY OF CONTEMPORARY GERMAN TERRORISM. (VOLUMES I AND II)

Moore, Mary Candace
THE THEORY, PRACTICE AND RHETORIC OF LOYALTY

Munala, Otieno Mare
INTERCULTURAL COMMUNICATION IN THE AGE OF TECHNOLOGY: AFRICA AND THE UNITED STATES OF AMERICA

Munch, James Michael
THE EFFECTS OF RHETORICAL QUESTIONS ON COGNITIVE ELABORATION AND PERSUASION IN DYADIC EXCHANGE PROCESSES

Natalle, Elizabeth Jo
THE FUNCTION OF FEMINIST THEATRE AS A RHETORICAL MEDIUM WITHIN THE WOMEN'S MOVEMENT

Parker, James Lawson, III
AN EMPIRICAL ANALYSIS OF COMMUNICATION RULES

Pavitt, Charles
THE STRUCTURE AND FUNCTION OF IMPLICIT THEORIES OF COMMUNICATIVE COMPETENCE

Robbins, Rebecca Louise
A RHETORICAL ANALYSIS OF TWO CONTEMPORARY STATEMENTS REFLECTING AMERICAN INDIAN AND NON-INDIAN WORLD-VIEWS

Schall, Maryan Strathy
A FOCUSED COMMUNICATION RULES APPROACH TO ARTICULATING ORGANIZATION-CULTURES: DESCRIPTIONS AND COMPARISONS

Selig, Michael Emil
ON LANGUAGE/ON FILM: DECONSTRUCTING THE CINEMA

Siemers, Curtis Bernard
MEMORY, ESSENCES AND ETHICS: RICHARD M. WEAVER'S THEORY OF ETHICAL PUBLIC SPEAKING

THE RHETORIC OF SCIENTIFIC CONTROVERSY: RECOMBINANT DNA Order No. DA8327355

ALTIMORE, MICHAEL, PH.D. *The University of Iowa*, 1983. 134pp. Supervisor: Associate Professor Stephen G. Wieting

This study examines the rhetoric used by scientists in the recent Recombinant-DNA controversy. As many students of the issue have found, three types of arguments were used: *scientific*, whether the research was safe, whether it would provide socially beneficial results such as curing cancer or producing synthetic insulin; *philosophical*, whether the research "interfered with evolution" or involved "playing God"; and *political*, whether the work would have military applications, be used in genetic engineering to eliminate troublesome human traits, or involving who should decide what type of research is to be funded or even allowed.

The author used a content-analysis methodology to determine the type of argument (or "ideograph") used by scientists in different settings. He compared the statements made by a small sample of scientists in two different contexts: in Congressional hearings on R-DNA and to interviewers from the M.I.T. Oral History Program. In Congress scientists spoke on the *scientific* plane, while arguing in political terms to M.I.T. interviewers, noting the lack of data to support statements regarding the safety or prospective benefits of R-DNA. The scientific statements in Congress were legitimating for both proponents and opponents of R-DNA. In the public realm, science is technical.

The author also analyzed all articles in the *New York Times* and the *Washington Post* for the 1974-1980 period that dealt with the controversy. These two newspapers reported the scientific side of the dispute, neglecting philosophical and political concerns. The coverage also stressed the utility of the work, making the issue one of risk versus benefit--amenable to rational calculation by experts, not political choice by an involved citizenry.

The author addresses the issue of science in democracy--long-held to be a symbiotic relationship. In R-DNA, scientific language was used to keep science protected from the democratic sphere, while the rhetoric of democracy was invoked in Congress.

Finally, the controversy points out the importance of language in the construction of institutions (Foucault, Gouldner), bridging the micro-macro distinction in sociology (R. Collins).

DRAMATURGICAL RHETORIC: ERVING GOFFMAN'S INTERACTIONAL THEORY OF COMMUNICATION-CONDUCT Order No. DA8327362

BRANCO, DAVID J., PH.D. *The University of Iowa*, 1983. 473pp. Supervisor: Professor Donovan J. Ochs

This dissertation posits the rudiments of a dramaturgical rhetorical theory, formulated from an interpretative explication of Erving Goffman's dramaturgical theory of communication-conduct in everyday life. The interpretative exposition of Goffman's dramaturgy is derived from classical rhetorical principles and results in the form of a model Goffmanian pentad. The dimensions of this pentad are explicated as grounded in the Goffmanian principles of Stage, Performance, Player, Expression-Control, and Impression-Management. This pentad functions as a grammar of a dramaturgical rhetoric of everyday life.

The Goffmanian pentad is developed in conjunction with explications of Kenneth Burke's dramatistic pentad and of a corresponding symbolic interactionist pentad which is posited in the dissertation. The interconnection of the three pentadic analyses serves to demonstrate the theoretical, as opposed to critical, status of Goffman's dramaturgy, and to illustrate the conceptual progress from dramatism through symbolic interactionism to dramaturgy.

Each dimension of the Goffmanian pentad also receives a "rhetorical interpretation," an essay that attempts to illustrate the predominant rhetorical elements of the Goffmanian principles and to suggest major critical applications of those principles for the field of rhetorical study. A major element of these rhetorical interpretations is a demonstration of the intimate connection between rhetoric and ideology.

The pentadic principles also are the foundation of a set of "pentadic propositions" and a set of "dialectical propositions" which suggest significant implications regarding a possible reconceptualization of rhetoric. This reconceptualization basically views rhetoric as a conserving force or vehicle of social order. The pentadic propositions suggest notions of (1) a rhetoric of place, (2) a rhetoric of conduct, (3) a rhetoric of consciousness, (4) a rhetoric of ethics, and (5) a rhetoric of contact and mystification. Taken together, these propositions chiefly elicit a notion of rhetoric as originatively and principally based in social processes of power and victimage.

A PHENOMENOLOGY OF FEMINISM Order No. DA8326514

CAHILL, CORINNE MARIE, PH.D. *Southern Illinois University at Carbondale*, 1983. 161pp.

Diverse tendencies typify the contemporary United States Feminist Movement. A phenomenological explication of feminism identifies a meaning of varied movement tendencies by a specification of the ontological structure of the movement. A phenomenology of feminism is a three-step process of description, reduction and interpretation. A phenomenological description of feminism locates a structure of existential feminist speech and as such reflective experience in the feminist natural attitude. A phenomenological reduction of feminism locates a structure of essential feminist speech and as such prereflective experience in the feminist natural attitude. A phenomenological interpretation of feminism identifies a relationship between existential and essential feminist speech and as such a preconscious structure of the feminist natural attitude. A phenomenological interpretation of feminism as part of a three-step phenomenological explication of feminism thus specifies an ontological structure of the movement and as such a meaning of the contemporary United States Feminist Movement. Nine feminist texts which are representative of nine varied movement tendencies are used as protocols for phenomenological analysis. The texts are first thematized as a phenomenological description. Second, a structure of the themes is evolved as a phenomenological reduction. Last, a synthesis of the structure is evolved as a phenomenological interpretation.

The phenomenological analysis of the nine feminist texts reveals that the contemporary United States Feminist Movement is a stated transformation from (1) feminine identity as an object to (2) identity as a subject which (3) is itself (the stated transformation) transformative. The contemporary United States Feminist Movement is a statement of transformation which is about women as both real and ideal identities and is itself transformative of feminine identity in the preconscious constitution of the feminist self as a reflective object and prereflective subject. The movement is thus transformative of feminine identity in the reflective consciousness of prereflective experience as the conscious experience implicit within the feminist speech act as a rhetorical ethic that is communication as intersubjectivity.

DISCOURSE AND POWER: THE CONSTRUCTION IN PUBLIC COMMUNICATION OF A *PEUPLE QUEBECOIS*

Order No. DA8407727

CHARLAND, MAURICE RENE, PH.D. *The University of Iowa*, 1983. 356 p.
Supervisor: Associate Professor Michael Calvin McGee

In 1980, the government of Canada's province of Quebec held a referendum in which it asked Quebec voters for a mandate to negotiate for the political sovereignty of their province. While less than half of the electorate supported this proposal, over 40% of those casting ballots approved of their government's plan to a establish Quebec as a sovereign state. Thus, even if a majority of *Québécois* were not in favor of their province's full political independence, the proposition that Quebec constituted a distinct society with political rights could be entertained as reasonable and had consequences in Canada's French-speaking province. That idea was central to the platform of Quebec's governing political party, the *Parti Québécois*, and dominated political life and debate in Quebec.

Through an analysis of public communication in Quebec since its conquest by Britain in 1760 until the 1980 Referendum, this study seeks to explain how the proposition that Quebec should be sovereign can seem reasonable and can motivate political action. This project elaborates a theory of power in discourse in order to argue that significant political meanings are manifest in *public* communication rather than in the consciousness of individuals. Throughout Quebec history, demands upon individuals and legitimations of orders of domination have been warranted through the meaning of certain key ideological motive terms, especially "people," the signifier for the social collectivity.

This study concludes that motives for political action reside in discourse itself and considers the form of discourse which motivates action and generates power. Appeals to the "peuple" are considered from argumentive, dramatistic, mythic, and aesthetic perspectives. The meaning of ideological terms which enter into political arguments is seen to be constructed through myths of the "peuple." Those myths also motivate action by offering a dramatic and aesthetic experience of being "Québécois."

TOWARD A THEORY OF RHETORICAL GENRE

Order No. DA8400887

DOWNEY, SHARON DEE, PH.D. *University of Colorado at Boulder*, 1983. 411pp. Director: Assistant Professor Thomas S. Frentz

Genre theory and criticism have proliferated in rhetoric in recent years. Despite its pervasiveness as a conceptual tool, rhetorical critics have inconsistently and often inadequately conceptualized genre. Genre theory lacks systems, convention, and consensual agreement.

In response to the theoretical deficiencies, this study develops a theory of rhetorical genre and critically applies it to an existent genre to illustrate its heuristic value in describing, analyzing, and evaluating rhetorical phenomena.

Chapter II reviews the pertinent literature on rhetorical genres. Chaptes III and IV generate the theory of rhetorical genre and detail its definitional and evolutionary features. A rhetorical genre is a rule-governed entity and a product of the combination of form and context rules existent in any given social period. More specifically, a rhetorical genre is a "series of rhetorical discourses whose obligatory and optional constitutive and regulative rules are similar in distinction and pattern." The internal evolution of a genre is attributed to sequential changes in the patterns of the genre's rules, while emergent transformation in a genre--i.e., radical evolution, birth, dissolution, death--is attributed to nonsequential changes in the genre's rules along with concomitant cultural value shifts and/or technological advancements.

Chapter V critically applies the theory to the rhetorical genre of *apologia* to ascertain its value and ability to generate additional insights into rhetorical forms and genres. Unlike that suggested in current literature, apologia is a "rhetoric of self-content in regards to potential or actual threats in a given set of circumstances," and the constitutive and regulative rules combine to produce five apologetic subforms--self-exhoneration, self-absolution, self-sacrifice, self-service, and self-deception--each with its own unique form, substance, and function.

Chapters VI and VII conclude that the theory advanced in this study adds precision, historical and evolutionary continuity, and a unified perspective on rhetorical genres. Moreover, it implies an adequate approach to genre criticism. Ultimately, genre theory and genre criticism provide a means to trace recurrent rhetorical forms in order to systematically understand societal values, developmental rhetorical history, and their relationship.

A SCHEMATIZATION OF POETICAL, RHETORICAL, AND POETICAL-RHETORICAL DISCOURSE Order No. DA8403727

FREGOE, DAVID HARRY, PH.D. *University of Oregon*, 1983. 160pp.
Adviser: Charley A. Leistner

Contemporary scholarship recognizes that a good speech and a good poem are not the same thing. Yet, neither rhetorical nor literary scholars have adequately identified--in a systematic and macroscopic fashion--the various points at which rhetoric and poetry merge and the points at which they separate. Information abounds concerning individual criteria which scholars have used to describe areas of combination or division concerning these two arts; however, a systematic description of the overall nature of the interrelationship between rhetoric and poetry does not presently exist. This study seeks to fill that void.

The investigation begins with a comprehensive review of explicit positions concerning the relationship between rhetoric and poetry advanced (1) at the 1964 Iowa Conference on rhetoric and poetry, (2) in the speech journals from 1964 to the present, (3) in selective literary journals from 1964 to the present, (4) in selective speech and literary journals published prior to 1964, and (5) in selected textbooks.

The review of the literature revealed many scholars who combine rhetoric and poetry through the use of one criterion and divide them using another. Therefore, positions seemed to cluster more appropriately around categories rather than individual scholars. The categories which emerged from a review of the professional literature were divided into the intrinsic (including language, potential effect, form/structure, proof, and style) and the extrinsic (including function and purpose, use, and situation).

After a review of the professional literature, a schematic model is presented. The schematization outlines the characteristics and elements which may be said to compose poetical discourse, rhetorical discourse, and a third type of language act termed "poetical-rhetorical discourse."

Implications of viewing a particular language act as poetical, rhetorical, or poetical-rhetorical are discussed. The study concludes with a discussion of the manner in which the schematic model may aid in the critical analysis of language acts.

PERCEPTIONS OF OTHERS' OPINIONS AS PUBLIC OPINION AND ITS RELATIONSHIP TO COMMUNICATION IN THE NEIGHBORHOOD: A SYSTEMS LEVEL PERSPECTIVE

Order No. DA8323051

GLYNN, CARROLL JANE, PH.D. *The University of Wisconsin - Madison*, 1983. 301pp. Supervisor: Professor Jack Myron McLeod

The present study investigated two major topics in relation to public opinion. The first deal with beliefs about the opinions held by groups of others, while the second topic concerned the ways in which the social system might come into play in the formation of opinions and perceptions of others' opinions.

Beginning with a foundation in referent group and person perception theories, the study incorporated the fundamental principles of the spiral of silence and pluralistic ignorance literature and conjecture by the author. A basic theory of "public opinion" in relation to communication and cohesion in the social system was discussed. The perception of others' opinions was considered to be a possible definition of public opinion, at least when used in conjunction with aggregated statements of opinion.

A cross-sectional sample survey of Madison, Wisconsin, adults was conducted and 297 subjects were chosen based on a random selection of 31 neighborhoods. The antecedent variables for the study consisted of demographic characteristics as well as degree of cohesion and degree of perceived similarity of the neighborhood. The dependent variables were based on a coorientational framework and thus are considered to be "relational" terms.

Nonparametric statistics were used to test basic differences in the relationship between perceptions of opinions and stated opinions. Hierarchical regression analyses were performed to determine the relationship of the dependent variables to demographic, cohesion and communication variables.

Neighborhoods varied significantly by statements of opinion and perceptions of the opinion held within each neighborhood. Differences between stated opinions and perceptions of others' opinions frequently differed from one another. Lower perceived agreement was often found in situations that sparked public

controversy. Perceptions of opinions were less variant than aggregated stated opinions, even when "neutral" was removed from the analysis, providing support for the hypothesis that perceptions may be more stable indicators of "public opinion." When regression analyses were conducted, there were significant relationships between the dependent variables and many of the independent and antecedent variables.

Overall, results indicate the need for further investigation into the relationship of opinions to perceptions of opinions, taking the referent group or social system into consideration.

DEVELOPMENT AND INITIAL TESTS OF AN ACTION ASSEMBLY THEORY

Order No. DA8323373

GREENE, JOHN O., PH.D. *The University of Wisconsin - Madison*, 1983. 250pp. Supervisor: Associate Professor Joseph Cappella

The aims of this dissertation are two-fold: (1) to explicate a theory of the processes underlying the production of communicative behaviors, and (2) to report the results of three initial tests of the theory involving the duration of phonation and hesitation in spontaneous speech.

Until recently little theoretical work has focused upon the development of models of behavioral output systems. Here, a realist theory of behavioral production is developed. The theory is comprised of five axioms and seventeen theoretical propositions which serve to specify the nature of the relevant cognitive structures and processes.

Action assembly theory postulates two basic cognitive structures and two basic processes. The structures are: (1) procedural records--the basic unit of procedural memory, and (2) the output representation--a hierarchical representation of action to be taken. Activation processes serve to bring certain procedural records to bear upon an output problem. These activated procedural records are then integrated to form the output representation in assembly processes.

In the second portion of the dissertation various complexes of structural and processing propositions are employed to derive experimental hypotheses. Three experiments were conducted, and each indicated support for the theoretical perspective.

In Experiment I, subjects were randomly assigned to one of three groups. One group was given a four-step abstract problem-solution sequence for organizing verbal material. A second experimental group was given a similar solution-problem sequence. Additionally, there was a control group. All subjects were then required to discuss an issue for which they were unable to prepare in advance. Subjects in the problem-solution condition exhibited significantly less silent pausing during speech than subjects in the control condition. Subjects in the solution-problem condition paused less than control-group subjects but not significantly so.

Experiment II revealed a significant decreasing linear trend in silent pausing with increasing practice trials with the solution-problem sequence.

In Experiment III, interrupted time series techniques were employed to investigate the presence of periods of fluency and hesitation in speech. The results indicated that there were statistically significant phases in spontaneous speech which corresponded to identifiable moves in the discourse.

TOWARDS A RADICAL HUMANIST PERSPECTIVE FOR MASS COMMUNICATION INQUIRY: MIHAILO MARKOVIC'S PHILOSOPHY OF DIALECTICAL PRAXIS

Order No. DA8327394

JAMES, BEVERLY ANN, PH.D. *The University of Iowa*, 1983. 195pp. Supervisor: Professor Hanno Hardt

Conventional mass communication research in the United States has been rightly accused of lacking a solid theoretical basis, of being concerned with discrete problems which are seldom integrated into a larger whole. Exceptions to this dominant strain of research are the contributions of a handful of scholars whose work is modeled on Marx's critique of political economy. But while this research provides insightful analyses into the relationship between the mass media and modern industrialized capitalist society, it fails to generate positive platforms for the restructuring of media systems in the interests of human liberation. The objective of the dissertation, then, is to develop a radical humanist perspective for inquiry into mass communication which supersedes the limitations of existing critical approaches. This entails the construction of a comprehensive theoretical framework for the organization and contextualization of past, present, and future research aimed at achieving a democratic system of mass communication.

Three radical theories of society are examined for their contributions to the development of revolutionary social philosophy: the Frankfurt School's critical theory of society, the contemporary British Cultural Critics' materialist theory of society, and Mihailo Markovic's democratic theory of society. The latter is found to provide a fully-articulated philosophical foundation for revolutionary social change in the direction of universal human emancipation, and serves as a framework for the development of a theory for critical mass communication inquiry.

The paradigm which emerges insists that mass communication must be understood within the context of a radical, critical theory of society in which social scientific research is consciously and continually evaluated in terms of its contributions to improving the quality of human life. This implies a commitment on the part of intellectuals to both theoretical research and practical engagement in the struggle to construct a democratic communication system oriented toward the satisfaction of genuine human needs and interests.

A SEMIOTIC THEORY OF COMMUNICATION

Order No. DA8405388

KUPERS, LAWRENCE BRIAN, PH.D. *State University of New York at Stony Brook*, 1983. 277pp.

C. S. Peirce and others have attempted to construct a general theory of signs which includes natural signs, linguistic expressions, and artistic representations. No such effort has gained wide acceptance. This study is based on the hypothesis that the failure of previous attempts to frame such a theory can be attributed to misconceptions of the more complex types of signs, the "higher-level vehicles." The critical sections of the study include an examination of one product of the tradition of semiological inquiry initiated by Ferdinand de Saussure as well as P. Grice's program for a theory of nonnatural meaning. Roman Jakobson's code-based approach to verbal communication takes for granted the existence of an underlying semiotic structure or code. If Jakobson's theory is to be generalized so as to cover all cases of communication, his notion of code must be challenged. The Gricean conditions for nonnatural meaning were modified by J. Bennett to provide weaker conditions which accomplish the same goals as the Gricean conditions. Our modification of J. Bennett's sub-Gricean conditions for nonnatural meaning becomes the core of our constructive efforts. Our basic theory of communication includes characterizations of "attempting-to-communicate" (i.e. either "attempting-to-inform" or "attempting-to-enjoin"), "utterance" (i.e. "communicative vehicle") and "(successful) communication." The theory is then complicated in successive steps (typification, conventionality, and grammaticality) so as to encompass communicative systems as complex as natural languages. Armstrong's distinction between signification and meek signification is used to clarify our theory's treatment of natural languages as communicative systems. The notion of miscommunication is briefly discussed. In the concluding chapter we try to motivate a theory of signification which would include as a special case our theory of communication. The problematic of signification is mapped out in a discussion of the major categories of signs and in some remarks about expressive signs. The study ends with a homage to C. S. Peirce's philosophical inventiveness.

HIERARCHICAL LEVELS OF CONTEXT AND REFLEXIVE LOOPS: AN INVESTIGATION OF MEANING STRUCTURES IN HUMAN COMMUNICATION

Order No. DA8401077

LANNAMANN, JOHN WILLARD, PH.D. *University of Massachusetts*, 1983. 291pp. Director: Professor W. Barnett Pearce

In this dissertation it is argued that the creation of meaning for communicative acts is a process which involves interpretations at several levels of context. The purpose of this research is to develop and test a model of context which accurately represents the intricate and often reflexive relations between multiple levels of meaning and action.

It is argued that the application of Russell and Whitehead's theory of logical typing to the study of human communication contexts results in an artificial simplification of the communication process which negates the ability to explain the creation of novel communication contexts.

The meaning of context levels is influenced not only by their relation to other individual contextual levels, but also by their reflexive relation to the entire contextual system of meaning and action. To understand interpretive processes, it is necessary to anchor any two levels of meaning to a third level, the overall perspective a person has on the social event. A model of context which is consistent with these claims is presented and it is suggested that this model facilitates an investigation of paradoxes in human interaction.

Three empirical studies were undertaken to test the context model. The dual goals of this research were to develop a reliable and valid method for measuring relationships between levels of context and to assess the validity of the context model. The first study, a content analysis, was designed to discover the repertoire of context types employed by interactants. The second study employed factor analytic techniques in order to discern fundamental categories of context types and to assess the validity of the hypothesized levels of context found in Pearce and Cronen's (1980) Coordinated Management of Meaning theory. Data generated in the first two studies were used in the third study which involved the operationalization of hierarchical meaning structures and reflexive meaning structures. Multidimensional scaling techniques were used to measure the precision with which the context model identified differences between strange reflexive loops, charmed reflexive loops, hierarchies, and dilemmas.

The results provide tentative support for the proposed model of context. The implications of these results for therapy and intercultural communication are briefly discussed.

A RULES ANALYSIS OF CONVERSATIONAL NARRATIVES

Order No. DA8407773

METTS, SANDRA MAE, PH.D. *The University of Iowa*, 1983. 204pp. Supervisor: Professor John Waite Bowers

During the course of a conversation, participants move into and out of narrative episodes with apparent ease. The narrator tells the story, the recipient responds appropriately, and the conversation continues. However, if the narrator or recipient fails to perform certain expectable behaviors, the episode is disrupted and implicit or explicit sanctions are likely to follow the deviant behavior.

These observations suggest that participants share tacit knowledge of behaviors appropriate to the narrative episode. The purpose of this investigation was to determine the extent to which this knowledge could be represented as a system of rules which enable participants to generate their own behavior, predict the behavior of an interactional partner, and recognize deviations from expected behavior.

Analysis focused on 169 narrative episodes occurring in 16 dyadic conversations of approximately 30 minutes each. Eight of these conversations were between friends and eight were between strangers. Four dyads were same-sex female, four were same-sex male, and four were mixed-sex. The existence of rules was inferred from systematic analysis of regularities in communicative behavior, deviations from expected behavior, and patterns of sanctions which attended deviations.

This analysis provides evidence for the existence of four interrelated rule systems: The Rule of Contexting provides for the topical relevance of the narrative; The Rules of Construction provide a concise, comprehensible, and credible narrative; The general Rule of Appropriateness provides for socially polite narrative and indirect sanctions for deviations from construction rules, especially credibility; The Rules of Receipt provide for an uninterrupted narrative and the reengagement of post-narrative turn-by-turn talk.

THE LANGUAGE COMPONENT OF TERRORISM STRATEGY: A TEXT-BASED, LINGUISTIC CASE STUDY OF CONTEMPORARY GERMAN TERRORISM. (VOLUMES I AND II)

Order No. DA8401507

MILLER, BOWMAN HOWARD, PH.D. *Georgetown University*, 1983. 181pp.

Contemporary terrorism combines selective violence with reliance on language to articulate terrorist motivations, beliefs, and objectives. Focusing on the language component, the study is interdisciplinary rather than specifically linguistic, applying insights from content and propaganda analysis, psycholinguistics, structural linguistics, and political and socio-biographic analysis to major event-related statements of the West German terrorist group *Rote Armee Fraktion* (Red Army Faction--RAF). Texts written between 1972 and 1981 by three RAF generations are analyzed in a study of language (in this case German) used as a persuasive tool.

Central to the discussion is the process of "naming" extra-linguistic reality. The German debate over violence (*Gewalt*) and terror illustrates the "naming" conflict which is embodied in lexicon. Semantic, lexical, and syntactic means used to produce altered meanings and achieve persuasion are isolated in the terrorists' texts.

Terrorist awareness of the need for and manipulability of language is contrasted with the RAF's rejection of language as a political tool. The terrorists' language objective is to overturn the West German Government's claims to legitimacy, morality, monopoly on the use of force, and popular support.

The RAF texts document the vital link between terrorist violence and the use of language for its justification, illustrating the terrorists' competence in exploiting the manipulability of language. They exploit: military lexicon; passive voice and impersonal verbs; generalization; denunciation; anaphora and other stylistic devices; and newly coined noun compounds.

The analysis concludes that the RAF's language strategy fails due both to the unacceptability of terrorist claims and to the RAF's attempt to address multiple audiences within the space of a single text for each incident. By combining lexical, semantic, and syntactic analysis and examination of persuasion and argumentation techniques with an in-depth appraisal of the nature and history of terrorism in West Germany, the study shows how useful linguistics, and its adjoining disciplines, can be in the understanding of terrorism, illustrating the political and scientific significance of a close examination of a terrorist group's statements.

THE THEORY, PRACTICE AND RHETORIC OF LOYALTY

MOORE, MARY CANDACE, PH.D. *York University (Canada)*, 1983.

Loyalty is defined in Chapter One as the commitment of oneself to a cause that embodies a principle which gives purpose to one's life. Two different forms which the practice of loyalty may take are discussed, and these are: loyalty as natural piety and loyalty as the practice of divided loyalties. Also, a third formulation of loyalty as a theoretic orientation is offered.

The formulation of loyalty in Chapters One and Two develops this tension as being central to loyalty: the initial choice and identification with a cause is the *stand* that one must take, and the reorientation to one's chosen cause is the need for a stand to mature into a *walk* that shows the truth of loyalty.

In Chapter Three the rhetoric of loyalty is examined. Rhetoric involves those arguments which are made concerning what relations to dissolve and what relations to preserve, and specifically the rhetoric of divided loyalties is discussed and contrasted to the rhetoric of the classic practice of loyal friendship. The concern with defending and dissolving relations is further developed in Chapter Four through the characters of the informer and the resister, and through the dialogue between them concerning cowardice and heroism, treachery and discrete resistance.

The theory of loyalty as stated in Chapter Five is that the practice of loyalty when regulated by Socratic rhetoric and counseled by the truth of loyalty results in loyalty's being seen as complete justice or the supreme virture. The difference between political courage and philosophic courage is developed as the two parts to loyalty that when combined constitute its truth. Chapter Six centers upon loyalty as the practice of political courage alone, and this view of loyalty as the taking of a stand is exemplified in the actions of the noble Roman, Marcus Brutus.

INTERCULTURAL COMMUNICATION IN THE AGE OF TECHNOLOGY: AFRICA AND THE UNITED STATES OF AMERICA

Order No. DA8400265

MUHALA, OTIENO MARE, PH.D. *The Ohio State University*, 1983. 328pp.

A major challenge facing the world community is cooperation between the peoples of the world in order to work together towards the evolution of an agreeable alternative future. This work is an inquiry into the basis for developing a symmetrical relationship between Africans and Americans in an age greatly impacted on by American (western technology).

The study employs dynamic, interpretive, translatable schema together with typologies adopted from Jean Gebser's work. A comparison of expressive forms from each culture is done with respect to Religion and Medicine. A model is proposed for facilitating intercultural communication between Africans and Americans.

Among the underlying assumptions, both methodological and conceptual, in this dissertation are: (1) Cultures can be understood in terms of their commonalities and differences. (2) The historical-critical method of inquiry can be fruitfully employed in the understanding of cultures. (3) All forms of human and cultural expressions have the ability to be compared for their commonalities and differences. (4) No one form of data is more privileged than another. (5) Intercultural communication defines a specific relationship between at least two cultures engaged in mutual refinement of each other's sensibilities. (6) All cultures are complete and with many histories; no culture is static, change and permanence are true of them all.

The author concludes that: (1) cultural boundaries are necessary and need be respected. (2) The magical and the mythological worlds are dominant in Africa while the mental rational worlds dominates America. (3) Biblical Christianity is necessarily magical-mythological; therefore Africans can and may yet teach Americans with respect to Christianity. (4) African borrowings from America need be done discriminatingly. (5) African medicine is neither pagan nor American medicine Christian; both originate from sources other than Jesus Christ. (6) The integral world facilitates intercultural communication between Africans and Americans.

Hopefully this work contributes to an understanding of intercultural communication in general and to African-American expressive forms with regard to Christianity and Medicine particularly; other researchers may do more.

THE EFFECTS OF RHETORICAL QUESTIONS ON COGNITIVE ELABORATION AND PERSUASION IN DYADIC EXCHANGE PROCESSES

Order No. DA8327530

MUNCH, JAMES MICHAEL, PH.D. *The Pennsylvania State University*, 1983. 392pp. Co-Advisers: Leland L. Beik, John L. Swasy

The study represents the first experimental investigation of questions as a persuasive message factor within the domain of marketing. Specifically, the persuasive impact of rhetorical questions was investigated in buyer-seller exchange.

Two alternative theoretical explanations have been offered for the effects of rhetorical questions in persuasion. These two theories, operant conditioning and distraction, are suggested from past psychological research. Neither operant conditioning nor distraction can completely account for existing data on the persuasive effects of rhetoricals. Therefore, an additional explanation, termed social interaction, was introduced as a more parsimonious explanation of rhetoricals.

Predictions emanating from social interaction were tested against operant conditioning and distraction in the spirit of strong inference. An experimental design involving three independent variables (message style, i.e., grammatical form, message argument quality, and frequency of message style use) was used to test these competing predictions. These three factors were manipulated in a 2 x 2 x 3 completely crossed analysis of variance design.

Under these experimental conditions, student subjects were exposed to a sales presentation for a new product: the Kodak DISC camera. Twenty subjects were assigned to each cell as designated by the three-factor factorial design. The eight-minute experimental sales message was interrupted five times to elicit cognitive responses that may have been occurring. At the conclusion of the message, a questionnaire containing the dependent measures was administered. These criterion measures included attitudes, message recall, and some additional measures related to the competing theoretical perspectives under consideration. In addition, the questionnaire contained a series of measured independent variables.

Contrary to expectation, results of the study revealed that the persuasive message was more effective when summary declarative statements rather than summary rhetorical questions were used. In addition, none of the theoretical perspectives adequately accounted for the data. An explanation based on elicitation of agreement rather than grammatical form was offered for the results.

THE FUNCTION OF FEMINIST THEATRE AS A RHETORICAL MEDIUM WITHIN THE WOMEN'S MOVEMENT

Order No. DA8324927

NATALLE, ELIZABETH JO, PH.D. *The Florida State University*, 1983. 235pp. Major Professor: Wayne C. Minnick

This study sought to determine the nature of feminist theatre as a persuasive process and to determine the correspondence between the rhetoric of feminist theatre and the ideology of the women's movement. Feminist theatre is a small, but strong, form of in-group communication that primarily serves the left wing of the women's movement.

Evidence was gathered from feminist theatre groups located primarily in the eastern and central United States. The analysis of twenty feminist dramas, dating from 1967 to 1982, served as a focus for the study. The plays were categorized under three general headings: "sexual politics," "the woman-identified woman," and "family roles and relationship." Within the categories, each play was subjected to rhetorical analysis based on an Aristotelian method. The analysis was primarily designed to discover modes of proof and types of discourse as indicators of the rhetorical structure of feminist drama. The examination of the drama showed that feminist plays contain rhetorical features similar to other radical women's liberation rhetoric, and the major issues discussed in the drama do have a direct link to the radical ideology of the women's movement.

In addition to the analysis of the plays, a model was developed which showed how feminist theatre functions as a multi-locational rhetorical process. The model was a basis for the discussion of the communication interchanges that take place in the feminist theatre phenomenon. The locations in the process where persuasion occurs

include the research and discussion period when a group works on a new play, the actual performance of the drama, and the discussion between audience and actors that often follows a performance. The thesis was advanced that the type of persuasion occurring is primarily belief-bolstering. Both actors and audience members are feminists who, as a result of emotional involvement with the drama, strengthen their commitment to feminist convictions. The logical arguments in the drama offer a rational justification for commitment and provide the women with arguments which can be used against the opposition.

AN EMPIRICAL ANALYSIS OF COMMUNICATION RULES

Order No. DA8402515

PARKER, JAMES LAWSON, III, PH.D. *The Florida State University*, 1983. 122pp. Major Professor: Richard R. Lee, Ph.D.

This study was designed to test the reliability and validity of Cushman's conceptualization of communication rules. Reliability and validity were tested by operationalizing communication rules and having subjects rate the rule for appropriateness.

Communication rules were operationalized by utilizing behaviors from Shimanoff's *Communication Rules* and situations constructed by the researcher. Behaviors were classified using Bale's *Interaction Process Analysis*. Situations were classified using Cushman's definition of interpersonal, group, organizational and mass communication. The combination of behaviors and situations produced 192 rule statements. One-hundred two subjects rated each of the rules on a seven-point semantic differential scale anchored by the adjective pair appropriate-inappropriate.

Primary data analysis for reliability were measures of internal consistency. Crombach alpha was used for combinations of items. Standard deviations were used to compare individual items. The apparent reliability of some items could be explained by the cellar and ceiling effect of the scale, therefore no conclusive reliability was established. Since no reliability was established the validity analysis was purely investigatory.

Future research should strive to reduce the ambiguity of rules and to develop a more precise scale for determining orientation toward a rule.

THE STRUCTURE AND FUNCTION OF IMPLICIT THEORIES OF COMMUNICATIVE COMPETENCE

Order No. DA8323397

PAVITT, CHARLES, PH.D. *The University of Wisconsin - Madison*, 1983. 477pp. Supervisor: Associate Professor Joseph N. Cappella

Past research in social skills has failed to show a simple relationship between single objective behaviors and competence evaluations. I argue that this relationship can be accounted for by considering the manner in which observers perceive and conceptualize these behaviors. Assuming the perception and assignment of a behavior to an actor, the goal of this dissertation is to study the subsequent process of conceptualization.

The first step is to propose and test a model of the structure of beliefs about communicative competence. I argue that people have conceptions of the prototypical "communicative competent (CC) person." The probabilities linking defining traits and behaviors to the "CC person" are revealed in "attributional judgments;" the probabilities linking traits and behaviors to each other are tapped by "covariational judgments." A series of studies measured the complexity of this structure. It appears that attributional judgments about various "CC person" prototypes, differing in competence level and communication situation, differ markedly. However, covariational relationships show great similarity among level and situation, with the critical exceptions of covariation among behaviors and between traits and behaviors for the average "CC person."

Observers are hypothesized to use this structure in the formation of impressions and evaluations of a communicator's competence. Given an observed behavior, the observer forms an impression of the actor based on the prototypical covariation of this behavior with other behaviors and traits. The degree of competence assigned to the actor should be based on the degree to which the actor's attributed characteristics match those of the prototype. Over time, effects of the prototype on judgments and evaluations should increase. To test these considerations, participants viewed one of three videotapes featuring an actress performing various manipulated behaviors. Only immediate trait judgments of the actress covaried with the relevant prototype. Nevertheless, the prototype accounted for about twenty percent of variance in attributions, which in turn accounted for about forty percent of variance in competence evaluations. Judgments made a month later were consistent with prototype for both traits and behaviors. And attributions and evaluations of the actress were accounted for consistently better than earlier.

A RHETORICAL ANALYSIS OF TWO CONTEMPORARY STATEMENTS REFLECTING AMERICAN INDIAN AND NON-INDIAN WORLD-VIEWS

Order No. DA8327546

ROBBINS, REBECCA LOUISE, PH.D. *The Pennsylvania State University*, 1983. 171pp. Adviser: John Hardin Best

This study was developed out of concern for the historical and contemporary state of Indian education. Writers, researchers and federal representatives overwhelmingly document the "failure" of the American education system to provide adequate educational offerings to Indian students. This failure has been the result of lack of sensitivity on the part of the education personnel or lack of federal monetary support for Indian education. This researcher and other writers have hypothesized the basic reason for this failure rests with the differences in perceptions of the world by educational policy-makers and those to whom the policy is directed.

Rhetorical analysis has been employed in this study as the methodology through which the world-views of American Indians and non-Indian policy-makers were assessed. Language utilized in two contemporary statements, the Longest Walk Manifesto of 1978 and the Declaration of Policy section of the Indian Self-Determination and Education Assistance Act of 1975 served as the basis for analysis and consequently, message interpretation. Those messages, it is argued, convey not only an Indian education ideology but a world-view, representative of its preparers.

Rhetorical concepts such as Indian leadership, self-determination and definition of Indian were addressed and offered insight into the world-views conveyed by both messages. It was found that two distinct world-views existed and that those world-views were opposed to one another. One point of agreement in both messages, was that of the determination of contemporary Indian identity.

Finally, socialization theory is brought to bear to explain the failure of American Indian education. This study presents a contemporary situation where modern institutions have been imposed on traditional people. The peoples of the Longest Walk, who identify themselves as "traditional," negate the modern institutions of America and therefore, suggest one contemporary instance of failed socialization. Socialization literature acknowledges that socialization may fail through disregard of a traditional people's values, beliefs and attitudes. This study represents that failure, because values, attitudes and beliefs comprise one component of a world-view. This study then, identifies a world-view of the policy-makers and an opposing world-view of a contemporary, yet a self-proclaimed "traditional" people.

A FOCUSED COMMUNICATION RULES APPROACH TO ARTICULATING ORGANIZATION-CULTURES: DESCRIPTIONS AND COMPARISONS

Order No. DA8329583

SCHALL, MARYAN STRATHY, PH.D. *University of Minnesota*, 1983. 263pp.

Cultural approaches to understanding organizational experience have recently generated interest as both theorical and application research. Organizational culture has been addressed as something an organization HAS or IS. The difference has definitional, purposive, and methodological implications. This study proceeds from the latter assumption and was conducted as interpretive inquiry. Its data are insider interpretations of their organizational experience--the values, beliefs, and meanings they share and which are reflected in patterned communicative behaviors. The study framework synthesizes anthropologists' interest in *cultural "rules"* of behavior, the interdisciplinary advocacy of *organizations and cultures as communication phenomena*, and communication theory's *communication rules perspective*, which posits that intentional communication is accomplished by consensus on coordinating rules that prescribe preferred interaction behavior.

The specific study purpose is to determine the efficacy of describing organizations-as-cultures by identifying the operative communication rules that shape interactions in a pervasive area of organizational life: power-politics-influence.

The study took place in two interfacing groups of a large business corporation. The research method was multi-faceted and included the researcher "living in" with each group for a four-week period. During this period, the researcher inferred *informal* influence rules from behavioral data gathered during observation and interviews, and *formal* rules by examining numerous official documents. The inferred rules were developed into the *Workplace Rules Questionnaire*. Group members responded to each questionnaire rule statement on two dimensions: experience and ethics. Analyses of the responses yielded a rule-based *Cultural Description* for each group. Three other Culture Descriptions were developed: one in accordance with the formal rules, two in accordance with each groups' responses to a standardized influence assessment instrument, the *Influence Style Questionnaire*. Group members assessed the five descriptions according to how fully and accurately each captured their group-culture. By several measures, the communication rules-based description was preferred by each group. The research demonstrates the descriptive, evaluative, and theoretical usefulness of addressing organizations as communication/culture phenomena enacted through shared communication rules.

ON LANGUAGE/ON FILM: DECONSTRUCTING THE CINEMA

Order No. DA8400732

SELIG, MICHAEL EMIL, PH.D. *Northwestern University*, 1983. 154pp.

This dissertation is a metacritical history of the cinema, investigating the relationship between epistemology, the philosophy of language, and theories about the cinema. Specifically, the epistemological determinants and their impact, as evidenced in the philosophy of language, are traced on our ways of "knowing" the cinema--both as an expressive medium, and as particular types or modes of expression.

The opening chapter will analyse the relationship between epistemology and the study of language, marking three distinct "epistemes" (following Michel Foucault and Timothy Reisz): (1) resemblance/patterning; (2) representation/analyticoreferentiality; and (3) modernist. This will function to introduce the historical particulars of each of the first two epistemes, giving the necessary background to references in later chapters; and serving to situate my discourse within a modernist concern with the arbitrariness of *all* representation and language use. It will also introduce the methodological notion that language (especially philosophical language) is rhetorical in that it functions primarily to overcome the paradoxes and contradictions inherent in the pre-modernist attempt to postulate a "neutral," "transparent," or non-alienated potential for language and art. Much of this will drew on the deconstructive works of Michel Foucault and Jacques Derrida.

The first part, on Andre Bazin and Sergei Eisenstein, will demonstrate how each, in different ways, or by virtue of different epistemological constructs, argue that the cinema offers an opportunity to achieve a non-alienated form of expression, expression true to meaning in the world of objects (Bazin) or true to meaning as a form of consciousness (Eisenstein).

The second part, on documentary and avant-garde cinema, will demonstrate how specific pre-modernist philosophical and aesthetic concepts allow the rhetorical (and often polemical) construction of a "positive" category of cinematic expression, opposed to commercial, narrative fiction film, and valorized in that opposition.

The conclusion notes the fundamental impact of theories of language on theories about the cinema, especially as a reconstitution of assertions concerning representational adequacy.

MEMORY, ESSENCES AND ETHICS: RICHARD M. WEAVER'S THEORY OF ETHICAL PUBLIC SPEAKING

Order No. DA8328196

SIEMERS, CURTIS BERNARD, PH.D. *The University of Nebraska - Lincoln*, 1983. 203pp. Adviser: Dennis R. Bormann

This work attempts to provide an ethical approach to rhetorical criticism that is based upon the writings of Richard M. Weaver. During his rather short life of 53 years, Weaver wrote extensively about the proper service of rhetoric. Generally, he was convinced that public speaking should advise society emphasizing the improvement of the lot of the individual. The Constitution and the Bill of Rights were written to preserve important essences or universals that had been proven worthy by the test of time. The Constitution, then, is secondary to a culture's memory of those things that *ought* to be.

Weaver develops a list of four arguments that he considers to be ethical. First, he lists argument from definition, then similarity, then cause and effect and finally authority. All are ethical but the most ethical and honorable argument is from definition or universals and essences which are preserved through memory. Argument from circumstance is no argument at all unless it can be related to higher principles. If a speaker argues for action based only upon circumstance, his or her ethical principles should become suspect.

This research develops a rhetorical-ethical theory of speech criticism that can be applied effectively to current public speaking events, and therefore could form the basis for future research using this methodology.

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